



# 18th Prof. Vladas Gronskas International Scientific Conference

1st of December, 2023, Kaunas, Lithuania

## CONFERENCE PROGRAM

### 9:30 – 10:00 REGISTRATION

(Vilnius University Kaunas Faculty, Entrance Hall in Building 4, Address: Muitinės str. 8, LT-44280, Kaunas), **coffee** (next to Room: J. Jablonskio a.)

### 10:00 - 11:15 OPENING OF THE CONFERENCE (Room: J. Jablonskio a.)

Dean of Vilnius University Kaunas Faculty, **Assoc. Prof. Dr Giedrius Romeika**.

### KEYNOTE SPEAKERS PRESENTATIONS (Room: J. Jablonskio a.)

- **Ernesta Varnelienė** – Head of Exports Asia at MV GROUP Production. Markets expertise Taiwan, Vietnam, Cambodia, and others (Lithuania):  
“What you need to know before you start export to Asia?”
- **Gintarė Dagytė-Kavoliūnė** – Senior Marketing Project Manager at Go Vilnius, PhD candidate at Vilnius University (Lithuania):  
“Can we empower neurotechnologies to increase sustainable consumer behavior?”
- **Assist. Prof. Dr Renata Danielienė** – manager of CyberAgent: SMEs Cyber Security Change Agents project at VU Kaunas Faculty, assistant lecturer at VU Kaunas Faculty (Lithuania):  
“Cyber security challenges for small and medium-sized businesses”

### 11:15–11:30 COFFEE BREAK (next to room: J. Jablonskio a.)

### 11:30 – 13:50 PARALLEL SESSIONS IN SECTIONS (A, B, C, D, E)

### 13:50 – 15:30 LUNCH BREAK

(M. Valančiaus str. 9, Kaunas, „Bernelių užėiga“, few minutes' walk from the conference venue, entrance “Burmistro menė”)

### 15:30 – 15:40 AWARDS FOR THE BEST PRESENTATION FROM EACH SECTION and CLOSING OF THE CONFERENCE (Room: J. Jablonskio a.)

\*Time Zone: GMT+2

## PARALLEL SESSIONS

### SECTION A: Development of Business, Innovation and Entrepreneurship

(Room: XVI a.)

**Moderators: Assoc. Prof. Dr Ingrida Šarkiūnaitė, Assoc. Prof. Dr Ilona Kiaušienė, Assist. Prof. Dr Dovilė Balevičienė**

11:30	<b>Ajana Lolat-Pazarauskienė (ISM University of Management and Economics, Lithuania)</b> Humanizing Disability: Empowering Career Opportunities Beyond Stigmas
11:50	<b>Kristian Pultz Schlosser, Aivars Spilbergs, Tatjana Volkova (RISEBA University of Applied Sciences, BA School of Business and Finance, Latvia)</b> Balancing Strategic Leadership for Creating Social and Business Results <i>(Online presentation)</i>
12:10	<b>Ugnė Jurkutė, Alina Stundžienė (Kaunas University of Technology, Lithuania)</b> The Impact of Working Hours on Economic Indicators: A Systematic Review
12:30	<b>Andrius Montrimas (Kaunas University of Technology, Lithuania)</b> Methodological Approach for Measuring Resilience Through Industrial Composition
12:50	<b>Paulius Grendelis (Mykolas Romeris University Law School, Lithuania)</b> Potential Consequences of the Strategic Exploitation of Intellectual Property Protection for the Development of Innovation
13:10	<b>Gintarė Jurkševičiūtė, Jovita Danielytė, Vilma Morkūnienė, Aušra Žvironienė (Kauno kolegija Higher Education Institution, Lithuania)</b> Students' Financial Behavior Change in Labor Market Context: Kauno kolegija Higher Education Institution Case

### SECTION B: Development of Business, Innovation and Sustainable Development

(Room: V. Žulio a.)

**Moderators: Prof. Dr Remigijus Čiegis, Prof. Dr Asta Mikalauskienė, Prof. Dr Kristina Rudžionienė, Assoc. Prof. Dr Rasa Pušinitė – Gelgotė**

11:30	<b>Dovydas Skarolskis (Vilnius University, Lithuania)</b> Neoliberalisms and Their Ethical Assumptions <i>(Online presentation)</i>
11:50	<b>Ahmad Kaab Omeir, Deimantė Vasiliauskaitė (Vilnius University, Lithuania)</b> Corporate Sustainable Bonds Volatility Assessment in Different Markets
12:10	<b>Mangirdas Morkūnas (Lithuanian Centre for Social Sciences, Lithuania)</b> Revealing the Euro2040 Farmer Profiles Relevant to Lithuania
12:30	<b>Erkan Agaslan, Hasan Ture (Kütahya Dumlupınar University, Ankara Hacı Bayram Veli University, Turkey)</b> Evolution of Current Account Determinants Over Time
12:50	<b>Gabija Stanislovaitytė (Vilnius University, Lithuania)</b> The Role of Forests in Decarbonization of Economy and Creation of Carbon Neutral Society: Systematic Literature Review
13:10	<b>Ahmet Ekmekcioglu (Szechenyi Istvan University, Hungary)</b> The importance of Kofor Port in Chinese Direct Investments in Visegrad Countries <i>(Online presentation)</i>
13:30	<b>Mariam Kasradze, Mahyar Kamali Saraji (Vilnius University, Lithuania)</b> Assessing Key Indicators of Efficient Green Energy Production for IEA Members

## SECTION C: Information and Communication Technologies in Finance, Management and Marketing Solutions (Room: X a.)

**Moderators: Assoc. Prof. Dr Giedrius Romeika, Assist. Prof. Dr Indrė Ščiukauskė, Assist. Prof. Dr Ingrida Griesienė**

11:30	<b>Terhi Kärpänen (University of Helsinki, Finland)</b> Cognitive Accessibility in Consumer Digital Services
11:50	<b>Olga Snarskė (Mykolas Romeris University, Lithuania)</b> The Impact of LEAN On Improving the Quality of Logistics Services by Using Information Technologies
12:10	<b>Neringa Mžavanadze, Eligijus Toločka (Vilnius Tech, Lithuania)</b> Enhancing Supply Chain Synchronization in the Fast-Moving Consumer Goods Industry
12:30	<b>Sahin Ünsal (University of Latvia, Latvia)</b> Approach to Modern Production in the Context of Quality Management ( <i>Online presentation</i> )
12:50	<b>Inguss Vircavs (University of Latvia, Latvia)</b> The Impact of Restrictions on the State-owned Enterprises to Expand Their Operations into New Product Lines in Latvia
13:10	<b>Annija Vecuma-Veco (University of Latvia, Latvia)</b> Employer Image & Employer Brand: Interaction of Both Terms ( <i>Online presentation</i> )

## SECTION D (Bachelor students, posters): Development of Business, Innovation and Information Systems (1) (Room: III)

**Moderators: Assist. Prof. Dr Renata Danielienė, Assoc. Prof. Dr Saulius Masteika**

11:30	<b>Illia Bulhar, Oleg Kostenko, Ihor Milevskiy, Anton Rusynyk, Matvii Sovhirenko (Vilnius University, Ukraine)</b> Echoesforum - Online Chat and Forum Service
11:40	<b>Andrii Anapolskyi, Yevheniia Benediuk, Mykyta Berezuiev, Daniil Ishchenko, Maksym Mikhieiev (Vilnius University, Ukraine)</b> Fact-Based App for Knowledge Sharing
11:50	<b>Sofii Chekmenova, Stepan Kozlov, Jaykumar Mathukiya, Oleksii Parshyn, Yehor Poliarskyi (Vilnius University, Ukraine/Ukraine/India/Ukraine/Ukraine)</b> The Secure Digital Service Environment «Purple Vpn»
12:00	<b>Aušrinė Čičinskaitė, Mantas Baltramaitis, Mohamed Mahmoud Saied Ghazala, Deividas Ivanauskas, Ramez Maher Raymond Kamel (Vilnius University, Lithuania/ Lithuania /Egypt/Lithuania/Egypt)</b> Information System of Self-Ordering for Restaurants
12:10	<b>Doney Biju John, Aishwariya Gopan, Anne Palviny Njomo Ngassa, Waleed Ragheb Tanbour, Nachon Luna (Vilnius University, India/India/Cameroon/Jordan/Tailand)</b> A Method and System for Centralized Home Automation: Smart Home Automation Hub
12:20	<b>Deividas Grėsius, Mantas Kazlauskas, Ernestas Rainys (Vilnius University, Lithuania)</b> Drivers Of Demand for Kitkat Chocolates
12:30	<b>Rokas Stankūnas, Benas Ponetauskas, Justė Jagminaitė, Martynas Matijošius, Laurynas Pivoras (Vilnius University, Lithuania)</b> Timely – Web Application for Easy and Quick Meeting Planning
12:40	<b>Pijus Jasiukėnas, Vilius Žekonis, Kristupas Grigas, Aidas Markas Jurkevičius, Šarūnas Dovidavičius (Vilnius University, Lithuania)</b> Url Shortening Made Hassle Free
12:50	<b>Goda Stungurytė, Ričardas Gricuk, Nerilius Puotkalis, Ugnius Silevičius, Neda Romelytė (Vilnius University, Lithuania)</b> Travel Planner App
13:00	<b>Karolis Vagusevičius, Aušrinė Vainauskaitė (Vilnius University, Lithuania)</b> Search Engine Optimisation (Seo) Score and Written Content Improvement Using Generative Ai Tools
13:10	<b>Saulius Gudaitis, Kostas Valuckas (Vilnius University, Lithuania)</b> The Content Characteristics Impacting Consumer Behaviour on Instagram
13:30	<b>Gustas Ramanauskas, Ingrida Griesienė (Vilnius University, Lithuania)</b> The Influence of Artificial Intelligence on Changes in Consumer Behavior

## SECTION E (Bachelor students, posters): Development of Business, Innovation and Information Systems (2) (Room: V)

Moderators: Assoc. Prof. Dr Vytautas Rudžionis, Assist. Prof. Dr Vera Moskaliova, Assist. Prof. Dr Antanas Ūsas	
11:30	<b>Pedro Jesús Sánchez Liébana, Victor Aguilar Méndez, Vladislavs Sipovics, Rihards Pokulis (Vilnius University, Spain/Spain/Latvia/Latvia)</b> Digital Support System for Celiac People
11:40	<b>Goda Gailiūnaitė, Gytis Jankauskas, Mindaugas Strimaitis (Vilnius University, Lithuania)</b> Adaptation Of New Employees in The Company
11:50	<b>Serhii Fedorov, Kyrylo Klymchuk, Anton Klymchuk, Oleksandr Konstantinov, Mykola Savchenko (Vilnius University, Ukraine)</b> Aerohub: Crypto-Based Avia Tickets Selling System
12:00	<b>Veronika Myroshnychenko, Girey Osmanov, Mirzohrab Salahzade, Farid Salmanov (Vilnius University, Ukraine/Ukraine/Azerbaijan/Azerbaijan)</b> Music Application
12:10	<b>Danylo Sobchenko, Yehor Markin, Mariia Nikolaeiva, Andrii Matsevytyi, Vitalii Sushko (Vilnius University, Ukraine)</b> The Restaurant Ordering App "Bebro Blynine"
12:20	<b>Muhammad Muslim, Nayan Maniyath Joshy, Rajvansh Patel, Shubham Bhasker, Abdul Salam, Kathan Chuhan (Vilnius University, Pakistan/India/India/India/India/India)</b> Innovating Home Cooking: Culinnovate
12:30	<b>Gabrielė Adomaitytė, Robertas Badauga, Darija Barauskaitė (Vilnius University, Lithuania)</b> The Attitude of The Company's Employees Towards the Non-Polluting Vehicles Offered by The Company
12:40	<b>Tautvydas Markulis, Matas Janavičius, Domantas Janušauskas, Tomas Paulius Grigorjevas, Domas Šestakovas (Vilnius University, Lithuania)</b> Pursuit - Leisure Sport Activity App
12:50	<b>Dovydas Kasulis, Lukas Malijauskas, Naglis Seliokas, Nedas Orlingis (Vilnius University, Lithuania)</b> Noxusnotes – A Secure Note Taking App
13:00	<b>Milija Baranovskaja, Gabrielė Senavaitytė (Vilnius University, Lithuania)</b> Factors Shaping Influencer-Follower Engagement on Instagram
13:10	<b>Jotautas Masys, Jonas Panceris (Vilnius University, Lithuania)</b> The Impact of Content Marketing on Political Campaigns and Their Ethics
13:30	<b>Jorė Bendinskaitė, Dovilė Balevičienė (Vilnius University, Lithuania)</b> User Satisfaction with The Communication Quality Of "Regitra" And "Lietuvos Paštas" Artificial Intelligence Chatbots